

# Investor Fact Sheet

## About Twitter (NYSE:TWTR)

Twitter is what's happening in the world and what people are talking about right now. From breaking news and entertainment to sports, politics, and everyday interests. Available in more than 40 languages around the world, the service can be accessed via twitter.com, an array of mobile devices, and SMS.

## Q2'18 Audience & Engagement

### MAU (Monthly Active Users)

# 335M

Total average monthly active users

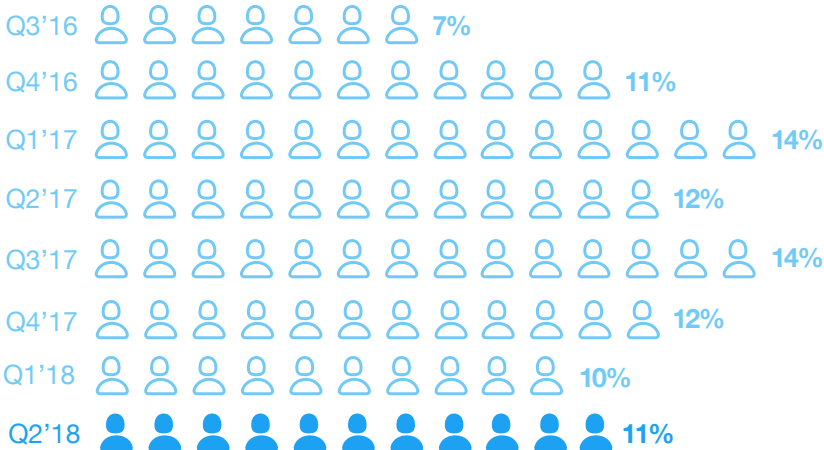
# 68M

Average **US** MAUs

# 267M

Average **international** MAUs

### DAU (Daily Active Users) Year-Over-Year Growth



## Q2 2018 Highlights

Strong revenue growth of 24% year-over-year reflects continued momentum with advertisers driven by ongoing improvements to the service and improved advertiser ROI. We're also maintaining profitability while investing in the business, with GAAP net income of \$100 million, GAAP net margin of 14%, adjusted EBITDA of \$265 million and adjusted EBITDA margin of 37%.

We launched a scalable new event infrastructure that makes it easier for people to follow events, topics and interests on Twitter, with the World Cup serving as its debut. Overall product improvements, organic growth and marketing continue to drive healthy DAU growth of 11% year-over-year.

We continue to invest in improving the health of the public conversation on Twitter, making the service better by integrating new behavioral signals to remove spammy and suspicious accounts and continuing to prioritize the long-term health of the platform over near-term metrics. We also acquired Smyte, a company that specializes in spam prevention, safety, and security.

## Q2'18 New #Live + Amplify Agreements



# 50

New agreements



# ~30

From international markets

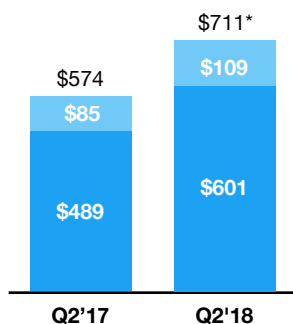


# Financial Overview

## Total Revenue

\$Millions

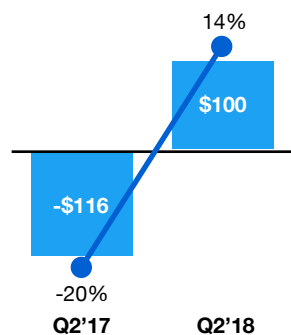
- Data licensing and other revenue
- Advertising revenue



## GAAP Net Income (Loss)

\$Millions

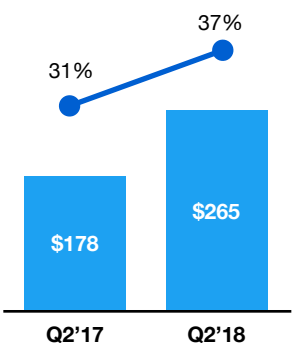
- GAAP net income (loss)
- GAAP net margin



## Adjusted EBITDA

\$Millions

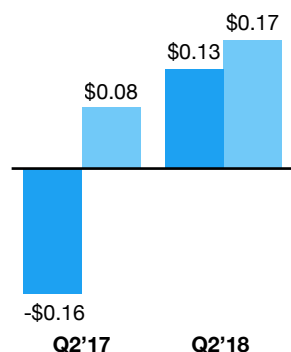
- Adjusted EBITDA\*\*
- Adjusted EBITDA margin



## Earnings Per Share

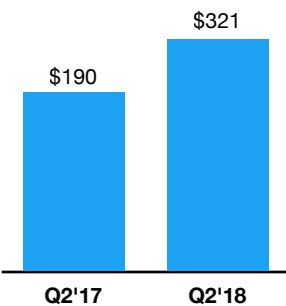
\$

- GAAP Diluted EPS
- Non-GAAP Diluted EPS\*\*



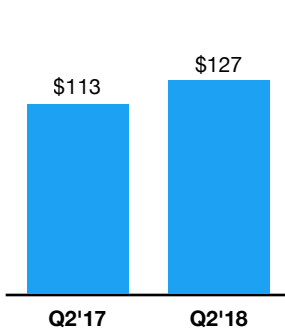
## Net Cash Provided by Operating Activities

\$Millions



## Adjusted Free Cash Flow\*\*

\$Millions



\*Please note that the sum of data licensing and other revenue and advertising revenue does not add up to Total Revenue in Q2'18 above due to rounding.

\*\*For the definition and a reconciliation of non-GAAP financial measures to their corresponding GAAP measures, please refer to the reconciliation table at the end of the [Q2'18 Letter to Shareholders](#).

## Founded

April 2006

## # of employees

3,500+

## Offices Worldwide

35+

## Leadership

**Jack Dorsey** @jack  
CEO

**Ned Segal** @nedsegal  
CFO

**Parag Agarwal** @paraga  
Technology Lead

**Leslie Berland** @leslieberland  
People & Marketing Lead

**Kayvon Beykpour** @kayvz  
Product Lead

**Matt Derella** @derella  
Customers Lead

**Bruce Falck** @brucefalck  
Revenue Product Lead

**Vijaya Gadde** @vijaya  
Lead Counsel

**Grace Kim** @gracie  
Design & Research Lead

**Michael Montano** @michaelmontano  
Engineering Lead

## Contact information

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